

Retailer Rewards Program
--Proposed Consumer Research Plan --

Objectives:

- To assess effectiveness of initial sales effort by measuring overall awareness of program.
- To determine reasons why program was turned down in non-participating retailers and general reactions to the program among participating retailers.
- Among all retailers, to learn about competitive trade programs, and preferred incentives.

Methodology: On-site personal interviews among a sampling of Retail Masters, including retailers participating and not participating in the Retailer Rewards program.

Estimated Costs: \$80K - \$120K depending on the number of markets and Retail Masters we choose to sample

General Areas of Questioning

I. MCS Retail Rewards program

Overall awareness levels

Register for program?

- If not, why?

Overall rating

- Rating compared to MAT Aisles for Miles (if aware)

Likes/Dislikes about program

Rate for:

- Ease of implementation
- Quality of retailer incentives
- Ability to move product

II. Competitive trade programs

Ratings of PM vs. RJR on overall trade relations/support/service

What retailer incentive programs are being offered by competition?

- Examples from other non-tobacco categories as well

What features are better or worse than the current PM program? Why?

III. Retailer Input

What is the biggest barrier to maintaining in-store materials, supporting manufacturers' promotions?

How could the manufacturer aid in solving problems?

What are the preferred/most powerful incentives?

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